

# BB21 PROGRAM SCHEDULE

ALL SCHEDULES  
ARE BASED  
ON EASTERN  
DAYLIGHT TIME.

## MONDAY AUG 2

### TRANSFORMATION SESSIONS

(on-demand)

Watch these 45–60 minute sessions at your own pace, on your own time.

- From Servant Leadership to J.E.D.I. Leadership (*Omar Harris*)
- Staff Marketing Programs for a New Age (*Ellen Armour*)
- Interpersonal Effectiveness: Get What you Want and Need (*Gabe Lett*)
- Everyone Has a 7 Figure Story if it's Well Crafted (*Jimmy Nelson*)
- Helping Your Team Manage Through Change (*Cynthia Farrell*)
- The Neuroscience of Buy-In: Keeping Marketing & Technical Staff Talking (*Natalie Bradshaw*)
- Leading, Motivating & Self-Managing Through Adverse & Ambitious Times (*Steve Gavortorta*)
- Repurposing Content Isn't Lazy! Become a Better Steward (*Jennifer Lerner & Christina Beaird*)
- Finance & Marketing: Partnering for Success (*Ralph Picano and Tom Brzezinski, moderated by Donna Jakubowicz*)
- Impact Through Marketing & Business Development Integration (*Carla Thompson*)
- Navigating Through Organizational Change (*Sallyann Hulick*)
- Cultural Inheritances Are Powerful (*Uniqueka Walcott*)
- Resilience: 5 Steps to Make the Impossible Possible (*Ben Nemtin*)
- CMO Leadership: Building a Marketing/ BD Team for the Future (*Danielle Feroleto*)
- Stop Asking for Copy & Start Interviewing! (*Cricket Robertson*)
- Writing for the Win (*Carrie Stallwitz*)
- DAM You Need This (Digital Assessment Management) (*David Lipsey*)

## EXPO HALL!

### Wednesday, Aug 4

Visit the Expo Hall & Speed Networking Lounge!

- 11:45 AM
- 4:30-5:30PM

### Thursday, Aug 5

Visit the Expo Hall between your sessions!

- 1:45–2:00 PM
- 3:15–3:30 PM
- 4:15–4:30 PM
- 5:15–5:30 PM

### Friday, Aug 6

Start your day at the Expo Hall & Speed Networking Lounge!

- 12:00-12:45 PM

**sm**ps®

## TUESDAY AUG 3

1:00–2:00 PM

### ARRIVAL EXPERIENCE

- Navigating Your Experience
- Know Where to Go
- Business Transformed Through Marketing Leadership (State of the Society)

2:00–2:45 PM

### ASK US ANYTHING

(Live with the Build Business Planning Committee)

# WEDNESDAY AUG 4

**Noon–12:45 PM**

■ **MAX KEYNOTE**

- **Composing Your World** (*Kai Kight*)
- **The Power of Connection** (*BB2021 Committee with Society Leaders*)

**1:00–1:45 PM**

■ **Speed Networking**

**2:00–2:30 PM**

■ **Focus Forward Sessions LIVE (Concurrent Sessions)**

- **Lessons Learned from Branding: Smaller Focused Firms** (*Emily Hall, Xylia Buros*)
- **CEO Perspectives: Deep Foundations for Resilience & Sustainable Growth** (*David Beinetti*)
- **Best Practices in Corporate Responsibility** (*Adeeb Khan*)
- **Internal Marketing & Culture** (*Dana Lancour, Ryan Maibach*)

**2:45–3:15 PM**

■ **Focus Forward Sessions LIVE (Concurrent Sessions)**

- **Disrupt Yourself: Marketing BD Disruptors from the Inside Out** (*Kelly Thompson, Melissa McDougall Jones*)
- **More Than a Mentor: How Sponsors Accelerate Success** (*Eileen Scully*)
- **Inclusion Starts with Me!** (*Kim Pipkin*)
- **You Are Not A Victim: Take Control of Marketing Mindset** (*Bernice Rios Bako*)
- **Leveraging Your Community to Help Build Your Brand** (*Susan Brown*)

**3:30–4:00 PM**

■ **Focus Forward Sessions LIVE (Concurrent Sessions)**

- **How Buildings Influence our Environment** (*Angel Dizon—from the State Department*)
- **Getting the Most of our Mentoring Relationship** (*Alicia Anzis*)
- **How Market Research Can Influence Your Strategic Plan** (*Sarah Kinard*)
- **Lessons Learned from 18 Months of Pivoting** (*Brandy Bertram, Yoxara Flores*)
- **The Future of PR: Yesterday, Today, Tomorrow** (*Hinda Mitchell*)

**4:00–4:30 PM**

■ **MAX TALK**

- **Resilience: Making the Impossible Possible** (*Ben Nemtin*)
- **Finding Our Pinnacles Beyond Life's False Peaks** (*Leah Boltz*)

**4:30–5:30 PM**

■ **Guided Networking**



# THURSDAY AUG 5

Noon–1:10 PM

- KEYNOTE SPEAKER | BENDING THE CURVE: TOOLS TO UNLOCK ORGANIZATIONAL GROWTH (*Bonin Bough*)

1:15–1:45 PM

- MCA AWARDS PROGRAM

2:00–3:15 PM

- MLive Sessions (Concurrent Sessions)
  - The Impact of BD Planning and Accountability on Firm Growth (*Joy Guinn, Roseanne Schmid, Erik Justesen, Dana Lancour*)
  - CEO Panel: Why Purpose Driven Firms Thrive (*Tim Steigerwald, Eric Keen, Matthew Schottelkotte, Uniqueka Walcott*)
  - C-Suite Panel: Navigating Crisis & Change (*Ron Wathen, Steve Margaroni, Rick Andritsch, Whitney Watson, Becky Zimmermann*)

3:30–4:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
  - Managing a Crisis: The Importance of Communication (*Krystal Paisley, Monica Mosure*)
  - How to Use Employee Generated Video To Move Your Business Forward (*Elena Valentine, Jennifer Stanton*)
  - Understanding Accessibility from Proposal to Deliverables (*Dax Castro*)
  - Health Optimization: The Powerhouse for Building Personal & Professional Resilience (*Tara Kinsella, Victoria Hatch*)
  - Is Your Content Delivering Results? A Content Marketing Master Class (*Ida Cheinman*)

4:30–5:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
  - How Project Management Professional (PMP) Principles Can Transform Marketing (*Kristi Bigelow, Faith Perez*)
  - Perfect the Professional Bio Statement (*Xylia Buros*)
  - How To Create Engagement In Virtual and Hybrid Meetings (*Cathy Hutchison, Craig Janssen*)
  - Timing is Everything: Managing the Communication when a Principal Retires (*Reagan Branham*)
  - Refresh Your Feed: The Ultimate Digital Toolkit (*Meagan Camp*)

7:00–7:35 PM

- EVENING OF EXCELLENCE AWARDS PROGRAM (EOE)

7:35–8:35 PM

- Afterparty Entertainment

# FRIDAY AUG 6

Noon–12:45 PM

- Guided Networking

1:00–2:15 PM

- Hackathons
  - Leveraging Your CRM as an Effective Business Tool (*Courtney Kearney*)
  - Candid Conversations: Are you ready to talk? (DEI focus) (*Kevin Coleman*)
  - Interview Innovation: From Common to Compelling (*Rob Langejans*)
  - Collaboration Platforms: What they are and what they're good for (*Bethany Smith, Jen Newman, Meagan Camp*)
  - So You Want To Develop a Client Experience Program: Where Do I Begin? (*Blake Godwin, Steven Keith*)

2:30 –3:00 PM

- MAX TALK AND CLOSING CONFERENCE REMARKS
  - Resilience: Revising the vision (*Kai Kight*)

3:00 –3:30 PM

- FAREWELL CELEBRATION (Entertainment)